





The following is a list of U. S. Travel publications. The brochures, folders, posters and films are designed for use abroad in promoting tourism to the United States; the research publications are designed to aid and guide travel promotion of the United States.

The materials are available to persons in the travel trade, organizations, industries and the general public who are actively promoting travel to the United States or who are potential visitors to the U. S. from abroad.

The brochures, folders, posters and films are available in the English language and in other languages as indicated by the following code:

English	E
French	F
German	G
Italian	I
Spanish	S
Portuguese	P
Dutch	D
Swedish	Sw
Danish	Da
Japanese	J

If materials are needed within the United States the requests should go to USTS/Washington. If materials are needed in a specific country where a USTS office is located, then the order should be directed to that office. The number of copies available from each USTS office in each language will vary considerably. There are limited supplies of certain publications. When ordering, please include a description of the use to which the material will be put.

The following is a list of USTS offices:

MAIN OFFICE

United States Travel Service
U.S. Department of Commerce
Washington, D. C. 20230

EUROPE

United States Travel Service
22-25a Sackville Street
London, WIX 1DE, England

Area: Great Britain, Ireland, Sweden, Norway,
Denmark, Iceland, Finland

United States Travel Service
Time-Life Building
17 Avenue Matignon
Paris 8e, France

Area: France, Spain, Portugal, Netherlands, Belgium,
Luxemborg, Italy

United States Travel Service
Grosse Gallusstrasse 1-7
Frankfurt, Germany

Area: W. Germany, W. Berlin, Austria, Switzerland

LATIN AMERICA

United States Travel Service
c/o American Embassy
Mexico City, D.F., Mexico

Area: Mexico, Costa Rica, Honduras, Nicaragua,
El Salvador, Guatemala, Venezuela, Colombia,
Ecuador, Panama, Caribbean

United States Travel Service
c/o American Consulate General
Sao Paulo, Brazil

Area: Brazil, Argentina, Uruguay, Chile, Paraguay,
Peru, Bolivia

PACIFIC AREA

United States Travel Service
Century House 7th
70 Pitt Street
Sydney 2000, Australia

Area: Australia, New Zealand

United States Travel Service
209 Kokusai Building
12, 3-chome Marunouchi
Chiyoda-ku, Tokyo, Japan

Area: Japan, Hong Kong, Philippines

Brochures, Folders and Booklets

USTS No. Title

Regional folders—Three color folders

listing ten top attractions and maps of each state in each region.

5	The Northeast	E-S
6	The Southeast	E-S
7	The North Central	E-I-S
8	The South Central	E-F-S
9	The Northwest	S
10	The Southwest	E-F-S
11	Alaska-Hawaii	S
12	Puerto Rico-Virgin Islands	S-F

102 Directions USA

A 20-page folder giving basic information on types of hotels, currency, distances, shopping, road signs, etc.

E-F-G-S-P-I-D-J-Sw-Da

103 Industry

A two-color folder listing by State those industries which welcome visitor tours.

S-I-D

104 The Great Outdoors

A folder listing National Parks, with four-color photos, a map, and general parks information.

E-F-G-S-I-D-J-P

106 Food

General information on eating places with regional food menus listed.

E-F-G-S-I-D

“How to See” series

Detailed information and suggested tours of the U.S. regions with four-color photos and a cartoon attraction map.

E-F-G-S-P-I-D-J-Sw-Da

158 How to See the Northeast

159 How to See the Southwest

202 How to See the Southeast

203 How to See the Northwest
258 How to See the North Central
303 How to See the South Central

150 Historic Landmarks

Comprehensive information on historical attractions listed by State, with map showing historic sites.

E-F-G-S-P-I-D

252 Shell Folder A

Four-panel folder with six panels blank for printing tour and Visit USA details. Cable car is on front panel and photos of New Orleans, Washington, Miami and New York City are included.

E-G-S-P-D-Sw

255 Shell Folder B

Same as above showing four-color photos of four major ports of entry.

E-F-G-I-S-P-D

300 Festival Shell Folder

Two-color shell folder with line art and words "Festival USA". Suitable for printing calendar of events.

No language.

311 USA Map

Road map of the U.S.A. with a listing of National Parks and Monuments in each state, and a key to the type of facilities in each. Transcontinental mileage chart included.

312 Words Shell

Three panel shell with cover art showing 4-color words such as hot dog, supermarket, etc.

No language.

351 Regional Flyer

Four color, eight panel folder giving short description of the eight U.S.A. regions. A map of the U.S. shows regional divisions and location of major cities.

E-F-G-S-P-D-I-J-Sw-Da

VS-1 Plant Tours for International Visitors to the United States

State listings of industries that welcome visitor tours. Size: 6" x 9". Available from Superintendent of Documents, Government Printing Office, Washington D. C. 20402 at 60¢ per copy. English only.

VS-2 Handbook on the USA for Visiting Students

Two-color folder giving information on special rates, student facilities and other Visit USA details. 3½" x 6" in size.

E-F-S

VS-4 Americans-at-Home

Gives details on how visitors from abroad can arrange for a visit to an American home, listing phone number to call in 68 cities that participate in the program.

E-F-G-S-P-I-D-J-Sw

VS-10 Driving Kit

Pocket-size envelope containing motoring information in languages, a map, and an identification sticker for the international visitor's automobile.

240 Promoting International Attendance at U.S. Conventions and Trade Shows

Folder directed to U.S. Associations telling how to cooperate with the U.S. Travel Service in promoting attendance at U.S. meetings. For domestic use only. English.

242 Conventions USA

Folder designed to "sell" the USA as a site for international meetings. To be sent to international federations.

English, French, German multiple translation.

340 Travel Mission Handbook

Directed to those cities, states, areas, or attractions planning a travel mission abroad. Tells how USTS can cooperate. English.

Counter Cards

The following counter cards are 12½" x 17½" in size. All have easel backs.

USTS No. Title

155 Utah

Pop-out photo of Bryce Canyon, Utah.
E-S-P-I-D

156 United Nations

Skyline of New York City with U.N. Building.
E-F-S-P-I-D

206 San Francisco

Pop-out photo of children with balloons on a cable car.
E-F-G-S-P-D

Posters

The following posters are 40" x 25" in size. All posters show four-color photographs excepting the Cowboy, City Scene and Words posters.

USTS No. Title

13 Statue of Liberty

Statue of Liberty with sky background.
E

14 Capitol

U.S. Capitol in Washington, D. C.
E

16 Niagara Falls

Famous falls in New York State.
E

18 Bronco Buster

Cowboy at rodeo in Amarillo, Texas.
E

110 Massachusetts

Man and child at Whaling Museum, New Bedford, Mass.
P-I

111 Michigan

Steel foundry in Dearborn, Michigan.

P

112 Louisiana

Al Hirt and group showing jazz in New Orleans.

F-S-P-D-I

113 Colorado

Skier at Aspen, Colorado.

F-G-P

114 South Carolina

Old Southern ante-bellum mansion.

F-S-P-D-I

115 Maine

Lobster fisherman.

F-S-P-D-I

116 Nevada

Hoover Dam at Lake Mead, Nevada.

E

117 Alaska

Totem pole of the Haida Indians.

E-F-S-I-D-Sw

118 Illinois

Skyline view of Chicago, Illinois.

S-P-I-Sw

119 Florida

Girl sunbathing at Palm Beach, Fla.

S

120 Oregon

Logging on the Wilson River.

F-P

121 Wyoming

Shoshone Indian Medicine Man. Voted best National Tourist Office Poster, 1963.

E-F-G-I-D-Sw

153 Pennsylvania
Independence Hall at Philadelphia, Pa.
E-F-S-I

154 Ohio
Covered bridge in Thermopolis, Ohio.
E-F-S-I-D

207 Missouri
Steamboat on the Mississippi River at
St. Louis, Mo.
E-F-G-S-P-I

208 Virginia
Mt. Vernon, home of George Washington.
E-F-G-S-I

211 Vermont
Church nestled in autumn colored
mountains.
E-F-S-I

253 Minnesota
Man in canoe fishing.
E-F-G-S-P-I-Sw

254 Puerto Rico
Three stringed instruments on bent cane
chairs, seen through palms.
E-F-G-S-P-D-I-Sw

305 Arkansas
Girl standing at Blanchard Springs water
fall.
E-F-G-S-P-D-I-Sw

355 Oklahoma
Six giant combines reaping a wheat field.
E-F-G-S-P-D-I-Sw

306 City Scene
Two color (blue & black) skyline of a city.
“USA” is only copy.

308 Words Poster
Typical words used worldwide. Four-
color. (hot dog, supermarket, cola).

310 Cowboy

Silhouette of two cowboys on day-glo orange. "USA" is only copy.

353 Indian

Silhouette of an Indian on day-glo orange. "USA" is only copy. Available from Superintendent of Documents, Government Printing Office, Washington D.C. 20402 for \$1.00 per copy.

354 Statue of Liberty

Silhouette of the Statue of Liberty on day-glo green. "USA" is only copy. Available from Superintendent of Documents, Government Printing Office, Washington D.C. 20402 for \$1.00 per copy.

The following Posters are intended for use within the U. S. They are available in English. These should be obtained from USTS/Washington.

VS-5 Suitcase

Suitcase showing flags of different nations. "Millions of Visitors From Abroad, Let's Welcome Them." Size: 28" x 22" and 14" x 18".

VS-6 Hat and Flags

Uncle Sam's hat filled with flags of different nations. Size: 14" x 18".

VS-8 Red Carpet

Visitors arriving in the U.S., on red carpet from plane and ship in the background. "Visitors From Abroad, Let's Be Thoughtful Hosts." Size: 14" x 18" and 22" x 28".

VS-9 World

Colorful globe with visitors lined up entering the U.S.A. "Visitors From Abroad. Let's Welcome Them." Size 22" x 28" and 14" x 18".

Films

Festival USA

15-minute impressionistic presentation of 24 events representative of the gaiety of U.S. festivals. Events included are Cheyenne Frontier Days, Cherry Blossom Festival, etc.

No Narrative. Music only.

Splendours of the American West

The travel attractions of eight National Parks and Monuments in the Western U.S. are covered in this 16-minute film.

E-F-G-S-P-D-Sw

The Golden West: USA

The major travel attractions and facilities of the six Southwestern states are included in this 22 minute film.

English.

The Majestic Northwest: USA

The major travel attractions and facilities of the five Northwestern states are included in this 15 minute film.

English.

Company's Coming

A 20-minute film designed for organizations within the U.S. showing a community how to improve their host services for international visitors.

English.

Destination USA

All phases of entry formalities at U.S. ports are shown in this 14-minute film.

English.

Market Research Publications

Market Research on Attitudes of Potential Travelers to the USA-1962 (Reprinted 1964)

A compendium of research summaries conducted in major travel markets to evaluate the travel potential to the U.S. Areas covered are: Great Britain, France, W. Germany, Italy, Brazil, Venezuela, Mexico, Japan, Australia.

Summary of Attitude Research of Potential Travelers to the USA from Selected Countries—1963

A comprehensive summary of travel market research in Argentina, Colombia, Belgium, the Netherlands, Sweden, Norway, Denmark, Finland.

The Market in Great Britain for Travel to the U.S.—1965

An in-depth travel market survey to determine the structure of the potential market in the United Kingdom for travel to the U.S.

Survey of the Market for Travel to the U.S. from West Germany, France, the United Kingdom, Mexico, Australia

The above are five separate reports that resulted from a series of direct-mail surveys conducted in the countries shown. Those surveyed were persons who had telephoned, called in person, written in or responded to an ad coupon to a USTS regional office. All released in 1966.

Idlewild International Airport Survey of Visitors to the U.S. 1962

Overseas Visitor Survey—Honolulu International Airport 1962

Overseas Visitor Survey—Miami International Airport 1963

Three spot surveys conducted by USTS at the major ports of exit. These show travel patterns, expenditure levels, and the likes and dislikes of visitors to the U.S.

The Market in West Germany for Travel to the U.S. 1966

A study to determine the profile of the actual and potential visitor to the U.S. from West Germany and to evaluate the image of the U.S. as a vacation destination for German travelers.

Survey of the Market in France for Travel to the USA.—1967

A study to analyze the structure of the actual and the potential market in France for vacation travel to the U.S.A.

Economics and Tourism—Summary Report 1967

A study of Factors Affecting Pleasure Travel to the U.S.A.

Measurement of Visitor Volume

Data on Visitors to the United States

Published monthly.

An analysis of the influx of pleasure and business visitors from overseas countries and Mexico.

Temporary Visitors to the United States by Country of Last Permanent Residence, Calendar Years 1957-1966

Historical development of pleasure and business travel to the U.S. from the countries and areas serviced by the U.S. Travel Service offices.

Pleasure and Business Visitors to the U.S. by Port of Entry and Mode of Travel

Issued twice yearly: Jan.-June figures; Calendar year figures.

A series of visitor analyses beginning with data for the last half of 1963. The reports determine where international visitors enter the country and how they travel. Visitor arrivals from overseas and Mexico are tabulated.



U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Washington, D.C., 20230

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to the
United States
from
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Promoting
Annual Attendance
at
Conventions
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U.S. DEPARTMENT

RONDREIS DOOR HET
WESTEN
IN DE U.S.A. conventions

MARK FINDINGS OF A STUDY OF

Market
in Great Britain
for Travel
to the
United States

TRAVEL
MISSION
handbook

U.S. DEPARTMENT OF COMMERCE
UNITED STATES TRAVEL SERVICE

FAITES
LA CONNAISSANCE
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DIRECTION:
U.S.A.



Viaje por un
Nuevo Mundo
de BELLA
NATUR
desde los E.